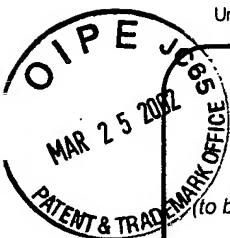


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# TRANSMITTAL FORM

(to be used for all correspondence after initial filing)

Application Number	10/079,927
Filing Date	February 19, 2002
First Named Inventor	George, Colleen
Group Art Unit	
Examiner Name	
Attorney Docket Number	020375-003300US

Total Number of Pages in This Submission

## ENCLOSURES (check all that apply)

☐ Fee Transmittal Form☐ Fee Attached☐ Amendment / Response☐ After Final☐ Affidavits/declaration(s)☐ Extension of Time Request☐ Express Abandonment Request☒ Information Disclosure Statement☐ Certified Copy of Priority Document(s)☐ Response to Missing Parts/Incomplete Application☐ Response to Missing Parts under 37 CFR 1.52 or 1.53☐ Assignment Papers (for an Application)☐ Drawing(s)☐ Licensing-related Papers☐ Petition Routing Slip (PTO/SB/69) and Accompanying Petition☐ Petition to Convert to a Provisional Application☐ Power of Attorney, Revocation Change of Correspondence Address☐ Terminal Disclaimer☐ Request for Refund☐ CD, Number of CD(s)☐ After Allowance Communication to Group☐ Appeal Communication to Board of Appeals and Interferences☐ Appeal Communication to Group (Appeal Notice, Brief, Reply Brief)☐ Proprietary Information☐ Status Letter☒ Other Enclosure(s) (please identify below):

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Copies of thirty-five (35) cited references

Remarks

The Commissioner is authorized to charge any additional fees to Deposit Account 20-1430.

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MAR 26 2002

## SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm and Individual name

Townsend and Townsend and Crew LLP  
Patrick M. Boucher

Reg. No. 44,037

Signature

Date

21 March 2002

## CERTIFICATE OF MAILING

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Attorney Docket No.: 020375-003300US

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#4

On March 21, 2002

TOWNSEND and TOWNSEND and CREW LLP

By Deia L. McNeill  


IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Colleen George et al.

Application No.: 10/079,927

Filed: February 19, 2002

For: SYSTEMS AND METHODS FOR  
OPERATING LOYALTY PROGRAMS

Examiner:

Art Unit:

INFORMATION DISCLOSURE  
STATEMENT UNDER 37 CFR §1.97 and  
§1.98

Assistant Commissioner for Patents  
Washington, D.C. 20231

Sir:

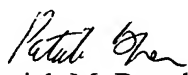
The references cited on attached form PTO/SB/08A and PTO/SB/08B are being called to the attention of the Examiner. Copies of the references are enclosed. It is respectfully requested that the cited references be expressly considered during the prosecution of this application, and the references be made of record therein and appear among the "references cited" on any patent to issue therefrom.

As provided for by 37 CFR 1.97(g) and (h), no inference should be made that the information and references cited are prior art merely because they are in this statement and no

representation is being made that a search has been conducted or that this statement encompasses all the possible relevant information.

Applicant believes that no fee is required for submission of this statement, since it is being submitted prior to the first Office Action. However, if a fee is required, the Commissioner is authorized to deduct such fee from the undersigned's Deposit Account No. 20-1430. Please deduct any additional fees from, or credit any overpayment to, the above-noted Deposit Account.

Respectfully submitted,

  
Patrick M. Boucher  
Reg. No. 44,037

TOWNSEND and TOWNSEND and CREW LLP  
Two Embarcadero Center, 8<sup>th</sup> Floor  
San Francisco, California 94111-3834  
Tel: 303-571-4000  
Fax: 303-571-4321  
PMB:nlm



PTO/SB/08A (10-01)

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**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

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Sheet

1

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Application Number	10/079,927
Filing Date	February 19, 2002
First Named Inventor	George, Colleen
Art Unit	
Examiner Name	
Attorney Docket Number	020375-003300US

**U.S. PATENT DOCUMENTS**

Examiner	Cite No.	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number Kind Code <sup>2</sup> (if known)			
	AA	US-RE. 36,116	2/23/99	McCarthy	
	AB	US-4,723,212	2/2/88	Mindrum et al.	
	AC	US-4,910,672	3/20/90	Off et al.	
	AD	US-5,025,372	6/18/91	Burton et al.	
	AE	US-5,173,851	12/22/92	Off et al.	
	AF	US-5,530,232	6/25/96	Taylor	
	AG	US-5,537,314	7/16/96	Kanter	
	AH	US-5,578,808	11/26/96	Taylor	
	AI	US-5,612,868	3/18/97	Off et al.	
	AJ	US-5,689,100	11/18/97	Carrithers et al.	
	AK	US-5,734,838	3/31/98	Robinson et al.	
	AL	US-5,774,870	6/30/98	Storey	
	AM	US-5,832,457	11/3/98	O'Brien et al.	
	AN	US-5,909,486	6/1/99	Walker et al.	
	AO	US-5,915,007	6/22/99	Klapka	
	AP	US-5,923,016	7/13/99	Fredregill et al.	
	AQ	US-5,924,080	7/13/99	Johnson	
	AR	US-5,926,795	7/20/99	Williams	
	AS	US-5,969,318	10/19/99	Mackenthun	
	AT	US-5,974,399	10/26/99	Giuliani et al.	
	AU	US-5,983,196	11/9/99	Wendkos	
	AV	US-5,991,376	11/23/99	Hennessy et al.	
	AW	US-6,009,411	12/28/99	Kepecs	
	AX	US-6,009,412	12/28/99	Storey	
	AY	US-6,026,370	2/15/00	Jermyn	
	AZ	US-6,032,136	2/29/00	Brake, Jr. et al.	
	BA	US-6,024,288	2/15/00	Gottlich et al.	
	BB	US-6,061,660	5/9/00	Eggleston et al.	
	BC	US-6,119,933	9/19/00	Wong et al.	
	BD	US-6,138,911	10/31/00	Fredregill et al.	
	BE	US-6,222,914	4/24/01	McMullin	
	BF	US-6,229,879	5/8/01	Walker et al.	

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<sup>1</sup> Unique citation designation number. <sup>2</sup> See attached Kinds of U.S. Patent Documents. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

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# INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet

2

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Application Number

10/079,927

Filing Date

February 19, 2002

First Named Inventor

George, Colleen

Art Unit

Examiner Name

Attorney Docket Number

020375-003300US

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## U.S. PATENT DOCUMENTS

Examiner	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number Kind Code <sup>2</sup> (if known)			
	BG	US-6,278,979	8/21/01	Williams	
	BH	US-6,282,516	8/28/01	Giuliani	

## FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document			Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				
	BI	EP	0 987 642 A2		22/3/2000	Citibank, N.A.		
	BJ							
	BK							
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**INFORMATION DISCLOSURE  
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Application Number	10/079,927
Filing Date	February 19, 2002
First Named Inventor	George, Colleen
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Examiner Name	
Attorney Docket Number	020375-003300US

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**Technology Center 2100****OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS**

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